

generating the subscriber profile by applying the heuristic rules to the interaction traits.

5 84. The method of claim 83, wherein said generating the subscriber profile includes generating the subscriber profile having at least one non-interaction trait that is not child/adult distinction related.

10 85. The method of claim 83, wherein the non-interaction traits are demographic traits.

15 86. The method of claim 83, wherein the heuristic rules associate the interaction traits to the non-interaction traits.

20 87. The method of claim 86, wherein interaction traits to non-interaction traits associations include at least some subset of channel change speed to gender, income level or a combination thereof; programs to gender, work status, or a combination thereof; and program categories, program sub-categories, program content or some combination thereof to gender, age, income level, family size, or some combination thereof.

88. The method of claim 83, wherein the heuristic rules assign probabilities for the subscriber having certain non-interaction traits associated therewith.